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Agenda

Background

Competitive Analysis

Objectives

Media Plan

Expenditure

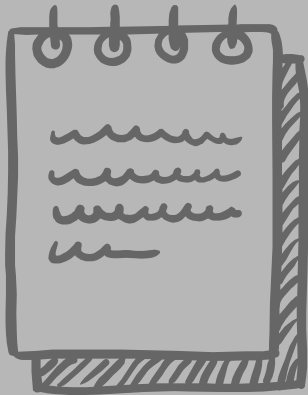
Seasonality

Target Audience

Flowchart



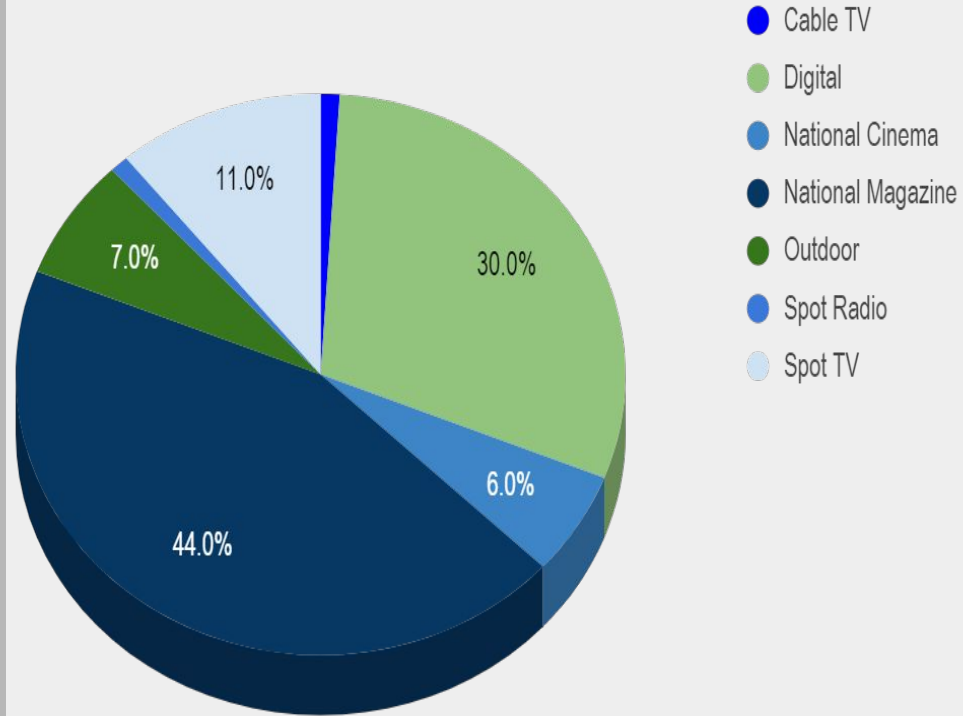
Company Background



- Founded in August 2008
- San Francisco, CA = HQ
- Privately owned
- Over 3,000 employees
- Net income of 2017: \$93 million
- 4% of the marketplace



Expenditure



Competitive Analysis



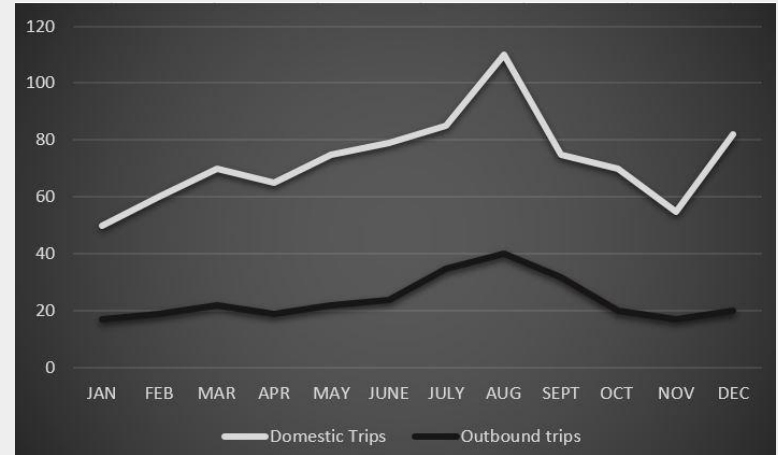
- Co-exist solely in the digital space
- **Airbnb:** Millennials
 - National Magazine
 - Digital
 - National Cinema
- **Homeaway:** Families
 - Cable TV
 - Digital
 - Network TV
 - Regional Cinema
- **VRBO**
 - Digital



Seasonality



Reach consumers 4-6 months before travel season



“Almost three-quarters of those surveyed do their own travel planning and reservations, and half book their trips six months ahead of time.”

-Forbes: “Millennial Travel Trends”



Objectives



Marketing: Increase revenue by 10% in 2019 calendar year

Advertising: Increase selection

Media: To obtain a 95% reach with a 24 frequency.



Target Audience Snapshot



45% Men
55% Women



60%
Are college
graduates



55% → 141%
Are married
More likely To
spend on Airbnb



95% Have a HH
Income of at
least \$30K

30% Have a HH
Income of
\$150K

↑ 105% more
likely to book
an Airbnb

64% of People
that use Airbnb
work full-time



People who work part
time are 133% more
likely to use Airbnb

MULTICULTURAL CONSUMERS

More likely to use Airbnb in the last 12 months

Hispanic
111%
More likely

Asian
150%
More likely

Gay/Lesbian
210%
More likely



Millennials Dominate Time Spent on the Internet



Avg. **6** Magazines
Read/Month



Avg. **4** newspaper
Read/Month



Avg. **16** hours listened
on the radio/week



Avg. **132** miles
driven/week



Avg. **18** hours
watched on TV/
week

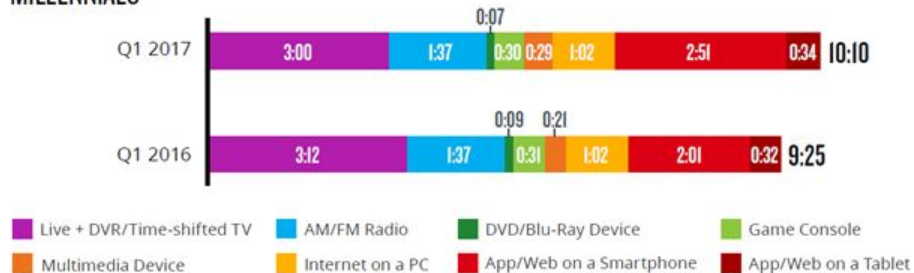


Avg. **26** hours of
time spent on the
internet/week



Video Still Dominates Time Spent and Reach

MILLENNIALS



REACH

- Live+DVR/Time-shifted TV- 83%
- Internet on a PC- 50%
- App/Web on Desktop- 55%
- AM/FM radio- 93%
- App/Web on a Smartphone -94%.

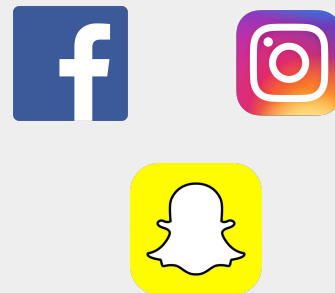
Top Media Companies

The top performing media companies by platform for millennials

TELEVISION



SOCIAL

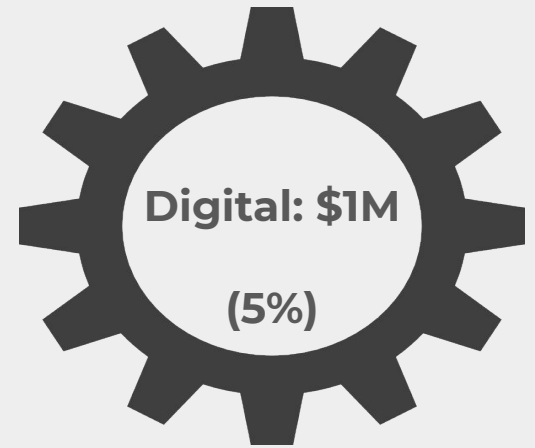
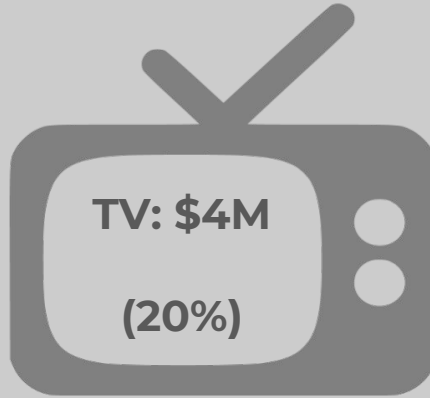
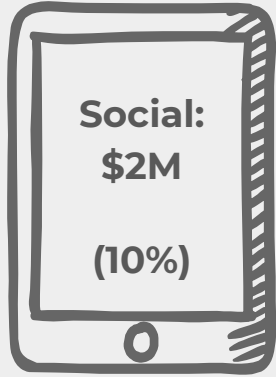


WEBSITES

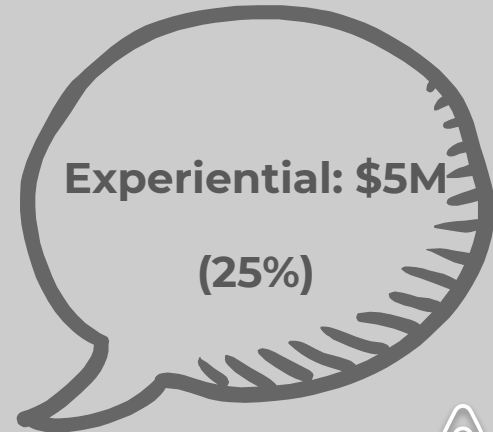
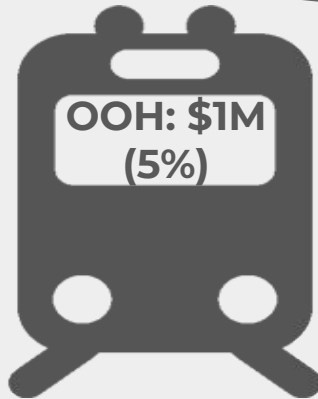
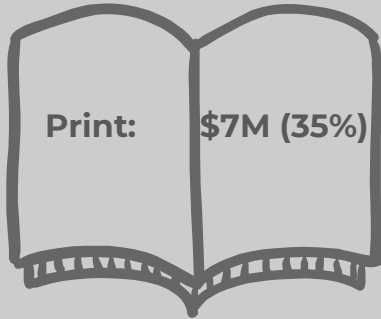


MAGAZINES





Media Mix - \$20MM



INNOVATION

Platforms to increase engagement with consumers



Media 1: \$2M (10%)



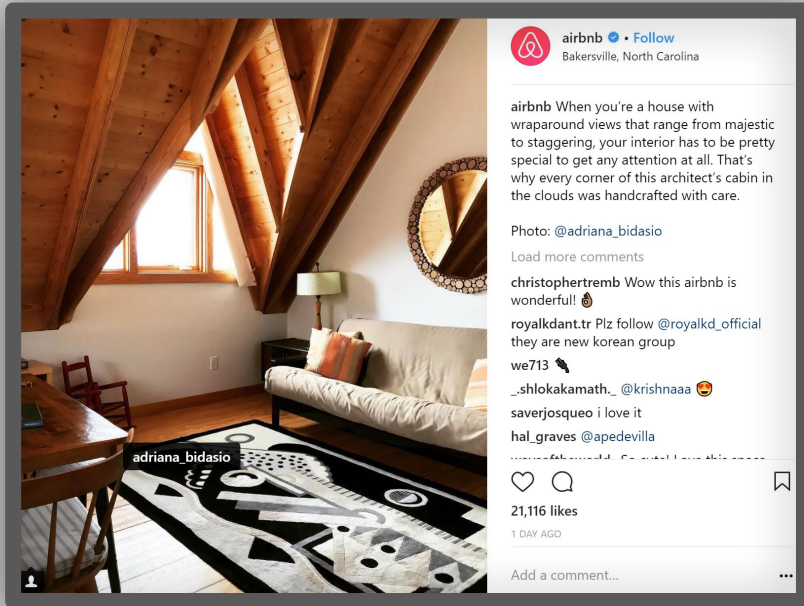
Media 2: \$3M (15%)



Media 3: \$5M (25%)



Media #1: Social



- Currently do well in this space
- Put paid behind posts that come from consumers
 - Paid and earned
- Inclusive approach will be implemented
 - People and locations
- Think of outside the box opportunities like Virtual Reality



Media #2: Print

- Airbnb's book
 - Filled with photos from users' Airbnb stays.
- Contest
 - Must tag Airbnb and add the contest hashtag
 - Prize
 - Photo will be on the cover of the book.
 - Airbnb credits.



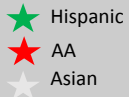
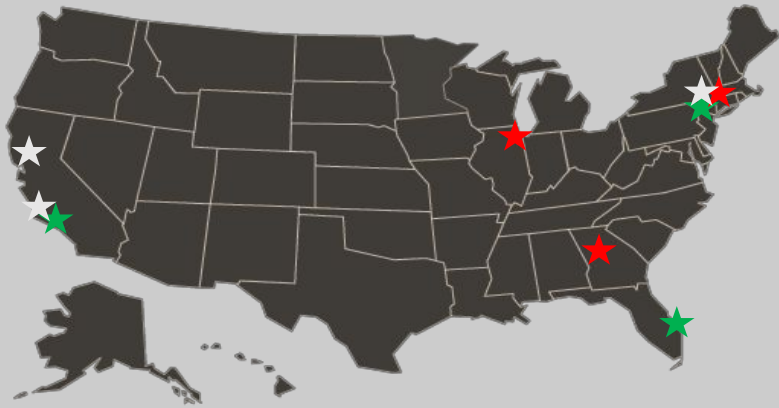
Media #3: Local Experiences

- Pop-up Shops
 - 4D effects
- Only in high density multicultural cities
 - New York and LA
- It will run twice a year
 - Feb-April and Nov-Dec



New York and LA are top DMAs with a large concentration of multicultural populations

Top 3 Multicultural DMAs



HISPANIC

Population still strong in top Hispanic DMAs and growing in unexpected markets

AFRICAN AMERICAN

57% of the AA population is concentrated in the South
with a large percentage on the east coast and in large urban centers as well.

ASIAN

Almost **50%** of Asians live in California, New York and Texas

Flowchart

Media	Q1			Q2			Q3			Q4			Total	Percent of Budget
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec		
SOCIAL														
Paid promo posts	[Grey bar]												\$2,000,000	10%
Contest			[Purple bar]										Comes from book budget	
PRINT														
Book											[Purple bar]		\$3,000,000	15%
National Magazine	[Green bar]			[Green bar]			[Green bar]			[Green bar]			\$4,000,000	20%
OOH														
Transportation Advertising	[Yellow bar]												\$1,000,000	5%
DIGITAL														
Programmatic	[Yellow bar]												\$1,000,000	5%
TELEVISION														
Cable	[Red bar]						[Red bar]						\$4,000,000	20%
EXPERIENTIAL														
Pop-ups		[Grey bar]										[Grey bar]	\$5,000,000	25%
GRAND TOTALS													\$20,000,000	100%



Thank You!



Appendix



			*	
Census Region: North East	Unwgt'd	224	48	97
	Weighted (000)	1604	367	776
	Horz %	3.63	0.83	1.75
	Vert %	23.31	20.75	12.76
	Index	130	115	71
Census Region: South	Unwgt'd	241	87	227
	Weighted (000)	2108	886	2699
	Horz %	2.27	0.95	2.91
	Vert %	30.64	50.12	44.39
	Index	81	133	118
Census Region: Midwest			*	
	Unwgt'd	104	40	123
	Weighted (000)	856	267	1411
	Horz %	1.64	0.51	2.70
	Vert %	12.44	15.11	23.21
Index	58	71	109	
Census Region: West			*	
	Unwgt'd	226	26	115
	Weighted (000)	2313	248	1195
	Horz %	4.09	0.44	2.11
	Vert %	33.61	14.02	19.65
Index	146	61	85	

		All	Websites visited or apps used in the last 30 days: Airbnb	Hotels, Motels & Other Lodging - "By owner" rental service used, last 12 months: Stayed in for Business: Airbnb	Stayed in for Personal/Vacation: Airbnb	Net Any Hotel/Motel/Other Lodging: Airbnb	Net Any Hotel/Motel/Other Lodging: HomeAway	Net Any Hotel/Motel/Other Lodging: VRBO
Age 18-34	Unwgted	5948	566	99	243	315	47	111
	Weighted (000)	74034	5924	1022	2357	3107	581	1513
	Horz %	100.00	8.00	1.38	3.18	4.20	0.78	2.04
	Vert %	30.11	49.76	45.59	45.82	45.14	32.86	24.88
	Index	100	165	151	152	150	109	83